

## Difficult and useful vocabulary for Market Leader Upper Intermediate Unit 2

bureaucracy

income distribution

focus group

niche

withdraw a product

wholesaler

associate with...

any self-respecting...

not one great homogeneous...

subtle differences

a trial run

conventional advertising

have begun springing up in...

upmarket districts of...

per capita consumption

the irony is not lost on...

we've been...ing for decades

depend entirely on...

anyone who knows... can...

retail outlet

copy-cat chains

... have emerged, only to be...

saturated its home market

generally well regarded

arouse curiosity

the company has rolled out... stores in... since launching its first... years ago

... is the closest...gets to...

an obvious starting point for...

would rather... (than...)

get a foothold in...

penetrate...

phase out...

hot beverages

brand awareness

brand loyalty

sales forecast

extremely volatile

highly confidential

accounting for... % of the company's...

cash cow

the most rapidly growing segment of the world... market

an excerpt from...

positioned as a ... for... people, especially...

distributed mainly through...

sales are generated through...

backed up with...

endorsement contracts with famous...

a global marketing campaign focussing first on...

a standardised marketing theme in ... markets

adapted to local needs

official sponsor of an event  
play to your strengths  
blue chip companies  
tailor ... for...  
absolutely critical  
trade barriers  
customs  
logistics  
idiosyncrasies within...  
fire away  
formulate  
budget constraints  
a wide audience  
search engines  
direct mail  
glossy brochures  
human resource managers  
exploit...  
billboard advertising  
the press  
wrap the meeting up  
dependant on...  
tie in with...  
roundabout...